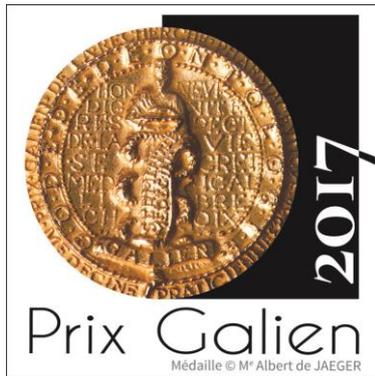


Paris, the 27th of December 2017

PRESS RELEASE :
" MY VKA NOTEBOOK " 2017 PRIX GALIEN AWARD !



The Pharmacy department of the University of Angers in partnership with Observia is proud to announce that its smartphone application "My VKA Notebook", designed to improve the follow-up of patients on Vitamin K antagonist treatment, has been awarded the prestigious 2017 Prix Galien Award.



OVERVIEW: VITAMIN K ANTAGONISTS

Today, it is estimated that roughly 1 million patients in France alone are prescribed vitamin K antagonist (VKA) treatment. These therapeutic solutions, which have been available for decades, provide undeniable benefit and are essential for treating certain conditions which also involve venous and arterial thromboses.

Despite their use over several decades, **these VKA treatments remain a challenge for patients to manage on a daily basis:** different doses depending on differing patient profiles, efficacy that depends on diet and the co-administration of other medication, the monthly requirement to titrate dose depending on the results of an INR blood test ... a host of constraints, often difficult to follow, particularly for elderly patients.

In addition, and like all anticoagulants, VKA treatments are responsible for a **major risk of hemorrhage** leading to more than 70,000 hospitalizations each year and more than 5,000 deaths, many of which could be prevented according to the ANSM (French National Agency for the Safety of Medicines).

In this context, and as a complement to the "pharmaceutical patient interviews", launched in 2012 as a new tool for pharmacists to improve the management of patients on VKA treatment and reduce the risk of hemorrhage, **the Pharmacy department of the University of Angers in partnership with Observia, decided to develop an easy-to-use digital tool created to support patients on VKA treatment and the healthcare professionals who care for them.** As a result, a free mobile application was created for use on smartphones and tablets - "My VKA Notebook".

"MY VKA NOTEBOOK "A TOOL TO MANAGE PATIENT ADHERENCE

The "My VKA Notebook" application is a tool to help patients adhere to and monitor their VKA treatment over time. It is however also designed for use by carers and healthcare professionals to strengthen inter-professional cooperation for the benefit of patients.

The App has the advantage of storing a digital trace (both numeric and graphic display) of the results of regular biological tests (INR) based on treatment dosing, to better understand changes in the effectiveness of administered doses. "My VKA Notebook" also features a function to indicate in the phone's calendar (with automatic reminder option) the dates at which laboratory exams (INR) must be carried out as well as the daily treatment dose to be followed. The combination of these features help encourage patient therapeutic adherence.



The information and advice featured in the "My VKA Notebook" App are precise and based on the latest recommendations issued by the French Health Authority (HAS) and the ANSM (French National Agency for Drug Safety). Content is focused on the bare essentials in order to promote, as a priority, correct and safe product use.

Of note is that all personal and medical data entered into the App is stored only on the user's device (not hosted remotely) and access to the App is password-protected.

THE GALIEN PRIZE AWARDS

Created in 1970, the annual Galien Award rewards recent therapeutic innovations made available to the public as well as notable advances in pharmaceutical research. In particular, it helps to promote and boost drug research and to encourage the efforts of laboratories and research teams that drive research discoveries. It also honors exceptional innovation in all areas of health: medicine, medical devices, dermo-cosmetic research and aesthetic dermatology, e-health and, in particular, patient support initiatives.

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S bastien Faure is a doctor of pharmacy and professor of the Universities of pharmacology at the Faculty of Pharmacy of Angers. He has joint responsibility for the pharmacy department, the master's degree in pharmacy practice and is responsible for the University Home Care diploma. .

OBSERVIA

Observia is an European e-health company that combines its expertise in the behavioral sciences, its technological know-how and its knowledge of health ecosystems to improve the quality of life of patients and create efficiencies for the benefit of healthcare professionals. Observia offers programs to support patients suffering from chronic diseases and conducts studies that measure their impact in real world settings. As a partner to healthcare professionals, patient associations, industrial and public health organizations in the field of digital health, Observia was created in 2011 and benefits from the support of the BPI, France Silver Eco, R seau Entreprendre and Scientip le Initiative . The company is located in the Paris Biotech Sant  incubator of the Cochin hospital.